Greetings from the President and CEO

Dear Friend,

2011 launched an exciting time for the Butterfly Pavilion and our supporters. As a nonprofit, we are maturing and have begun to realize the full impact of our mission. This realization is made clear by the numbers of visitors we now serve. 2011 drew the largest single-year attendance in our history, capping out at 297,700 visitors! Additionally, efforts to improve our building, exhibits, programming and services in 2011 are allowing us to better support the needs of our visitors and the community. You might say we initiated a state of metamorphosis in 2011 that has become an inspiration for what is to come.

Collectively, in 2011, we embraced a well-planned and concerted effort to enact change to further our growth and development-change that is evident and noticeable to those we serve, and change that will continue into 2012 and beyond. In August 2011 we finalized the development of our three-year strategic plan through the diligent work of our board, executive team and dedicated donors and volunteers. This multi-disciplinary tool provides a short-term road map to help guide our growth while at the same time calling for a long-term master plan for the Butterfly Pavilion’s growth over the next 10 to 15 years.

Here are just a few initiatives from 2011 that are providing us the opportunity to transform Butterfly Pavilion into a more dynamic organization than ever before:

• We ended 2011 with a significant budget surplus, an achievement for which we feel very fortunate. We are confident this surplus was made possible through a commitment to improve our visitor experience.
• Renovations were made to amenities such as our bathrooms, front entrance desk and gardens.
• Our membership grew by 2,500 new members.
• We made significant enhancements to two of our major exhibits: Tropical Odyssey and Water’s Edge.
• As part of our commitment to visitor experience, we formed a new interpretive team experienced in advanced animal husbandry.
• The Science and Conservation branch continued to successfully breed captive tarantulas, a feat which has yet to be achieved by any other zoo in the United States.

2011 Highlights:

January

Received the endangered Mexican Red Knee tarantula for research breeding project.

February

Received Gooty Sapphire Ornamental and Socotra Island Blue Baboon tarantulas for breeding research.

Horticulture Director presented gardening seminar at the Colorado Biology Teachers Association Winter Social.

March

Updated Tropical Odyssey exhibit with new life cycles playscape for young visitors.

Provided researchers in Long Island, NY with skull spiders to aid in their research.

Provided researchers in Long Island, NY with skull spiders to aid in their research.
• Our research department teamed up with the Denver Zoo and the Colorado Division of Wildlife to provide invertebrate expertise in habitat studies in and around Colorado.
• Six new board members joined the team in 2011, each with very unique skills and expertise.

The changes in programming, products, services and amenities in 2011 were achieved through concerted efforts in planning and preparation supported by fiscal ingenuity. We bolstered our Resource Development department, which includes marketing, public and private events, fund-raising and grant writing to anchor the fiscal success of the Butterfly Pavilion. This approach ensures we are fiscally sound and secure, and responsive to the social needs of a diverse community both locally and globally.

Growth and change is exhilarating! It comes in many forms, and as we now orchestrate it, offers tremendous hope for our future. We have high expectations and are eager to foster the metamorphosis begun in 2011. At the heart of it, we believe that an appreciation of the environment begins with an appreciation of all living things. Every day we teach the young and old alike about the need for conservation, because with knowledge and empowerment we will protect the world’s natural habitats for generations to come.

On behalf of the entire Butterfly Pavilion team, thank you for your support. We are strong because of members, donors and community partners like you. Here’s to our continued metamorphosis and future transformations!

Sincerely,

Patrick Tennyson
President and CEO
Butterfly Pavilion

- Hosted Bloomapalooza, a celebration of Plant Conservation Day.
- Worked with BioServe Space Technologies in Florida as a consultant and technician for NASA’s ‘Spiders in Space’ educational experiment that educational experiment that is sent to the International Space Station.
- Worked with Grow Church in Colorado as a consultant and technician for NASA’s ‘Spiders in Space’ educational experiment that is sent to the International Space Station.
- Hired a full time Exhibits Manager to focus on the visitor experience.
- Received license as a certified Child Care Provider for our summer camp program.
- Partnered with City of Broomfield to offer new summer programs.
- Hired a Full Time Exhibits Manager to focus on the visitor experience.

April

May

June
Growing by Leaps & Bounds

Through the end of 2011, the Butterfly Pavilion has reached the following milestones, developments and distinctions.

In the **17 years** the Butterfly Pavilion has been in existence, we have provided nearly **4 million visitors** with hands-on educational experiences.

Nearly **1 million people** have held Rosie, our ambassador spider, making her one of the most popular spiders since Charlotte.

**Our Discovery Garden & Wings of the Tropics** exhibits are home to **500 different plant species**.

Approximately a **½ million school children** have visited the Butterfly Pavilion on field trips.

Our gardens include approximately **30 different edible species**, including some less-common plants like vanilla, chocolate, guava & coffee.

Since 2002, our **Senior Habitat Gardening Program** has served more than **1,500 seniors** and helped install butterfly gardens at more than **27 different facilities**.
2011 Mission Impact

We served **50,710 school children** through onsite class visits and outreach programs, helping children learn important concepts like ecosystems and food chains.

$22,000 was awarded in field trip and class scholarships, helping more than **10,000 students and nearly 200 schools**.

**13 teacher enrichment classes** provided **157 professional educators** with content that can be utilized in teaching students Colorado State Model Content Standards for the Life Sciences (K-12).

Our volunteers provided **12,343 hours of community service**, which is the equivalent of 6 full-time employees!

**226 non-profit organizations** received a donation of four in-kind tickets, which equates to **$7,684** of support to enhance the fund-raising efforts of our fellow non-profits.

Rosie attended nearly **20 community fairs**, helping to dispel the myth that all spiders are aggressive and harmful.

We imported **45,973 pupae** investing **$83,000** in the sustainable business practice of butterfly farming. This provides a fair trade income to people in the tropics which keeps the rainforest intact and contributes to global conservation efforts.

We had **5 successful tarantula breedings**, resulting in a total of **1,981 spiderlings** (906 Curly Hairs, *Brachypelma albopilosum*; 168 Chaco Golden Stripes, *Grammostola pulchripes*; 907 Chilean Rose Hairs, *Grammostola rosea*). Through captive breeding we can reduce the number of spiders that are removed from their natural habitats.

Our zoologists made more than **500 animal identifications** to help educate the community about invertebrates.

**31,217 butterflies and moths** were released in our Wings of the Tropics exhibit allowing our visitors to appreciate the beauty that these animals have to offer.

We featured **33 different tarantula species** in our collection, including one that is on the critically endangered list and 12 that are protected.
In the early 1970’s, a unique and simple little phrase—“Think Globally, Act Locally”—rose out of an inimitable time for environmental awareness. It came on the heels of Rachel Carlson’s genius piece of work, *Silent Spring*, and Dr. Jane Goodall’s breakthroughs in Tanzania’s Gombe National Park. This simple little phrase helps us all remember that the things we do each day to make an impact in our community can actually have an impact on the world we live in. This is an encouraging thought that has spawned a new era of awareness.

Today, this simple phrase has morphed and grown into actions and efforts that permeate every aspect of our lives. We have bridged the gap to consider what our children’s world will be like tomorrow, not just what our world is like today. Our commitment to our children’s future has become a functional part of our everyday society and has begun to have sincere influence on market mechanisms and consumer decision-making. Innovative science, mingled with the values of our great-grandparents who “built things to last,” provides an honorable and effective framework for tomorrow’s consumers. The food we eat, the clothes we wear and the cars we drive have all begun to have tomorrow in mind. Seeking an alternative to a “throw-away world” makes more sense now than ever before. When all the pieces come together, it is a puzzle that provides a beautiful and exciting glimpse of the future.

As both a leader and advocate for this new era of conscious consumerism, the Butterfly Pavilion’s commitment lies in the numerous areas of our operation that perpetuate progress toward a sustainable world. In education, we commit ourselves to nurture visitor experiences that create awareness and foster an appreciation of our natural world. A walk through our living, breathing rainforest; a stroll through our native gardens; or a morning macro-photography workshop offer a crucible for deeper investigation. Our hope is simply that this stimulates further action by you.

You are the change agent in this equation! Research projects, captive breeding programs and habitat restoration throughout the Denver metropolitan area bring the future of invertebrate science into focus for us and our supporters. The Butterfly Pavilion’s invertebrate research and examination offer the scientific community a new and much needed center for invertebrate exploration and partnership. Today’s projects are tomorrow’s breakthroughs in seeking a deeper understanding of how we may pave the path to a sustainable existence. And of course we also delight in our greatest conservation endeavor, habitat preservation through the support of global butterfly farming. Over time, this work will give way to other sustainable business ventures that will continue to balance financial, social and environmental priorities to achieve success for us all.

Dr. Jane Goodall once stated that the greatest danger to our future is apathy. However, we clearly see everyday consumers demonstrating ground-shaking care and contributions to a sustainable future. This gives us tremendous excitement, hope and optimism. The Butterfly Pavilion embraces our role as an education, research and conservation organization. We invite you all to visit and help us to further the journey toward a sustainable tomorrow. “Think Globally, Act Locally!”

Patrick Tennyson
President and CEO
Butterfly Pavilion

Presented a paper on Invertebrate Identification at the Invertebrates in Education and Conservation Conference.

Hosted Insectival—Insect Carnival!

Participated in the Pawnee Montane Skipper monitoring project.

Partnered with the City of Denver Mayor’s Office for Education and the 5 by 5 program to offer free admission to Head Start families.

Sustainability: Puzzle Pieces for the Next Generation

August

September

July
As a zoo, our primary mission and budget priorities. Because most of our revenue comes from these three sources. Not just a zoo, but a research center too.

Another sustainable aspect of the Butterfly Pavilion’s diversified revenue stream.

Lights on. The books. SCFD $590,904 Program Fees $196,176 Membership $166,706 Donations $144,439 In-Kind $36,757 Other $5,364 Investment $2,216

Facility Operations $318,008 Outreach+ Membership $412,241 Curatorial+ Research $488,879 Gift Shop+ Concessions $757,122

Revenue $3,217,927.00 Expenses $3,107,617.00

Education+ Exhibits+ Programs $681,857

Admission is by far the Butterfly Pavilion’s most significant source of revenue. We pride ourselves on being a sustainable organization, not dependent on any one source of revenue in order to operate.

Admission+ Gift Shop+ Concessions $672,637

Admission
$1,318,243

SCFD $590,904

2011 by the Numbers

As a zoo, our primary mission and budget priorities.

For example, the Rocky Mountain Butterfly Consortium Statement of Financial Position for December 31, 2011 (with comparative totals for 2010) shows:

Complete & audited financial statements can be obtained anytime by emailing info@butterflies.org.

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
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<tr>
<td>Cash and cash equivalents - unrestricted</td>
<td>$1,132,713</td>
<td>$991,816</td>
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<tr>
<td>Cash and cash equivalents - temporarily restricted</td>
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<tr>
<td>Prepaid expenses</td>
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<td>Accounts receivable</td>
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<td>Gift shop inventory</td>
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<td>Net property and equipment</td>
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<td>Beneficial interest in assets held by others</td>
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<tr>
<td><strong>Total assets</strong></td>
<td>$5,423,667</td>
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<tr>
<th></th>
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<tr>
<td><strong>Liabilities</strong></td>
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<tr>
<td>Accounts payable</td>
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<td>Accrued payroll costs</td>
<td>$77,580</td>
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<tr>
<td>Deferred memberships and events</td>
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<td>Loan payable</td>
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<td>Line of credit</td>
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<td>Bonds payable</td>
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<td>$1,510,000</td>
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<tr>
<td><strong>Total liabilities</strong></td>
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<td>$1,660,536</td>
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<tbody>
<tr>
<td><strong>Net Assets</strong></td>
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<tr>
<td>Unrestricted</td>
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<tr>
<td>Operating</td>
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<td>Net investment in fixed assets</td>
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<td>Temporarily restricted</td>
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<td>Permanently restricted</td>
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<td><strong>Total net assets</strong></td>
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<td>$3,597,145</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$5,423,667</td>
<td>$5,257,681</td>
</tr>
</tbody>
</table>
Thank You Donors, Supporters and In-Kind Contributors!

Grantors/Business Donors

$25,000
American Honda Foundation

$20,000
Anschutz Foundation

$15,000
The Denver Foundation

$10,000
Post News Community

$7,500
Xcel Energy Foundation
Community Foundation
Serving Boulder County

$5,000
Best Buy
Encana
Gay & Lesbian Fund
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Kohl’s

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Northwestern Mutual Foundation
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Renee Allen
Sherry Alloway
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Jonathan Blair
Chris & Derek Bond
Craig Buhlman
Rebecca Caldwell
Georgiann Clark
Katherine Cornwell
Deborah Currier
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Zoology Department  
Denver Museum of Nature and Science

Paul Opler, Ph.D.  
Department of Bioagricultural Sciences & Pest Management  
Colorado State University
Thank You Volunteers! (2011 service hours only)

1 to 19 Hours of Volunteer Service
- Karin Alvarez
- Lenny Anguiano
- Danee Attebury
- Gina Barbieri
- Karlin Bruegel
- Jessica Burns
- Reiman Porras Cabezas
- Marjorie Camaren
- Robin Carberry
- Patrick Casto
- Vern Collins
- Timothy Cottrell
- Hailee Damp
- Joann Dawe
- Grace Edgin
- Lindsey Eman
- David Ennis
- Patricia Flick
- Peter Harnisch
- Amber Higgins
- Joan Jarboe
- Semaye Johnson
- Sara Lane
- Leah Lemke
- Mike Lewter
- Anita Liuzzi
- Michelle Lonsinger
- Ellen Lutz
- Harold Lutz
- Anne Macomber
- Teresa Maestas
- Krista Marks
- Judith McFadden
- Kevin Medina
- Pravina Mehta
- Jane Meyer
- Marlene Miyamoto
- Collette Morton
- Cathy Novak
- Esthar Osada
- Merry Popa
- Jo Rasmussen
- Sabrina Robledo
- Kristina Schaad
- Samantha Scharrer
- Kama & Kira Schooley
- Airel Schuster
- Cassius Simpson
- Michelle Stremich
- Ammon Swinbank
- Blake Taylor
- Bekah Tomskick
- Carrie Tormeo
- Elizabeth Vail
- Bethany Ward
- Emily Stuckey Weber
- Michael Wilcox
- Najla Brewster Wilhite
- Julie Worth
- Lauren Young

20 to 39 Hours of Volunteer Service
- Todd Benson
- Emily Bertelson
- Bob Briggs
- Kathy Danhour
- Elisha Dhakal
- Larry Dubois
- Sarah Farley
- Ann Frazier
- Kathryn Greeson
- Scott Hackney
- Nancy Jesse
- Amber Kirchner
- Bob Krugmire
- Colton Ladbury
- Janet Lutz
- Jeanne McAtee
- Angela Miller
- Sarah Nelson
- Amanda Noland
- Aaron Reger
- Rae Richards
- Mathew Sharples
- Stef Siegfried
- John Stremich
- Cathy Swedlund
- Judy Williams
- Emily Wyatt
- Matthew Zhang

40 to 59 Hours of Volunteer Service
- Marybeth Bannon
- Bill Blackburn
- Beth Brotherton
- Mary Broughall
- Alice Doyle
- Levi Finley
- Barbara Ford

60 to 79 Hours of Volunteer Service
- Mitchell Barnes
- Nedra Fortune
- Nate Huey
- Breanna Hurst
- Brandon Idelberger
- Martha Jones
- Madi Krangle
- Shirley McConnell
- Sarah Miller
- Sherry Rubinstein
- Sam Shipman
- Lisa Weisel

80 to 99 Hours of Volunteer Service
- Francine Ingram Brandt
- Jennifer Clink
- Janet Dills-Eve
- Derek Hannon
- Lori Harrison
- Lora Kreutzer
- Isaiah MacLean
- Sherry Ruby
- Diane Saucier
- Pat Spetz
- Joan Wallace
- Aimee Wise

100 to 119 Hours of Volunteer Service
- Cathy Fennelly
- Annemarie Garza
- Richard Jarboe
- Natasha Krench
- Lydia McCracken
- Fred Nadel
- Timothy Norling
- Cheryl Patrick
- Jeremy Sunder Raj
- Jennifer Sutherland
- Scarlett Watters

Presented a “Virtual Tour” of Integrated Pest Management in the Wings of the Tropics exhibit at the annual Association of Zoological Horticulture conference.

Attended the annual High Country Lepidopterist Society meeting and elected to host the 2012 High Country Lepidopterist meeting.
Tracey Bernett
Jim Fellion
Andrea Shelby
Mike Sipes
Eileen Shоеle
Spencer Tomskick
Maureen Tooher
Megan Waterhouse
Frances Watson
Rue Yballa

140 to 159 Hours of Volunteer Service
Luke Auferio
Carolyn Fair
Virginia Hokenson
Suzanna Strunk

160 to 179 Hours of Volunteer Service
Karen Buchholz
Brian Evenstad
Warren Fair
Megan Means
Ernest Merkel
David Sherman

180 to 199 Hours of Volunteer Service
Paul Bay
Vickie Marra
Samantha Rose

200 to 219 Hours of Volunteer Service
Gary Gagnon
Jane Rozum
Alex White

220 to 239 Hours of Volunteer Service
Taylor Cain

260 to 279 Hours of Volunteer Service
Jerry Lieberman

280 to 299 Hours of Volunteer Service
Bunny Kleinhenz
Peggy Noguera

300 to 319 Hours of Volunteer Service
Laura Breland
Patricia Tennant

Amanda Accamando
Natali Andrade
Joseph Barry
Lauren Nicole Bickford
Heather Bilek
Julia Calle
Becky Campbell-Howe
Jessy Clark
Marissa Copan
Patrick Dazevedo
Tiffany Debaca
Justin Deines
Sally Duke
Kathryn Eckhardt
Sarah Folzenlogen
Miranda Graul
Alex Gray
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Chad Haines
Romero Hairston
Mary Ann Hamilton
Cynthia Killingbeck
Molly Knudsen
Rachael Kras
Amanda Ladigo
Douglas Lipke
Leandra Lipson
Caitlin Lloyd
Zachory McPherron
Sandra Mortenson
Dorothy Myers
Glenalee Nozawa
Sara Sabina Orlando
Kelly Ortmeier
Amber Partridge
Kristen Pohl
Rachel Ptaszek
Lois Rosenquist
Kory Smathers
Ashlee Struble
Gwendolyn Tenney
Patrick Tennyson
Jordan Thede
John Tyler
Shesna Volz
Alexander White
Khanh Whiteman
Gary Wilkinson
Madeline Wilson
Pamela Wippel
Amy Yarger

Curatorial Manager
Gift Shop Sales Associate
Gardener
VP of Programs & Exhibits
Visitor Services Coordinator
Exhibit Guide/Interpreter
Registrar
VP of Operations & Visitor Experience
Programs Coordinator
Custodian
Gift Shop Sales Associate
Custodian Supervisor
Outreach Educator
Educator
Program Manager
Fund Development Manager
Exhibit Guide/Interpreter
Gardener
Zookeeper
Visitor Services Coordinator
VP of Science & Conservation
Retail Operations Manager
On-Site/Off-Site Educator
Office Manager/Administrative Assistant
Zookeeper
Exhibits Project Manager
VP of Resource Development
Gift Shop Sales Associate
Custodian
Visitor Services Coordinator
Outreach Educator
Full-Charge Bookkeeper
Visitor Services Manager/Membership
Private Events Manager
Zookeeper
Volunteer Program Coordinator
Birthday Party Ambassador
Zookeeper
Assistant Gift Shop Manager
Marketing/Public Events Coordinator
Youth Programs Coordinator
President & CEO
Exhibit Guide/Interpreter
Zookeeper
Private Events Assistant
Private Events Assistant
Educator
Custodian
Zookeeper
Gift Shop Sales Associate
Director of Horticulture

Thank You Staff!

Curatorial department manuscript accepted for publication in American Tarantula Society’s Forum magazine.

Hosted our second annual gala that resulted in a 200% growth in revenue and a 68% growth in attendance.

Over 400 individual volunteers donated over 12,000 hours throughout 2011 as specialists, public event assistants and through special projects such as nature trail renovation!

December

Hosted a very successful Living Lights—annual holiday lighting event. Nearly 6,200 guests experience this indoor and outdoor interactive event.